

LINDELL PLAZA PROSPECTUS

Prepared for

SAINT LOUIS UNIVERSITY
Center for Urban Programs
221 North Grand Boulevard
St. Louis, Missouri

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FOREWORD

This report is submitted in full compliance with a Sverdrup & Parcel and Associates, Inc. letter proposal of January 9, 1973, which was accepted by Saint Louis University on January 11, 1973. The report presents the results of a land-planning study of the desirability of each of three sites identified by the University as possible locations for specified new commercial and governmental office developments near the northern and western boundaries of the Frost Campus.

SUMMARY

Three large parcels near the Saint Louis University Frost Campus were studied from the site planning, zoning, utilities, and traffic requirements points of view as to their suitability for adaptation to uses other than their present ones. Sites 1 and 2 lying north of the campus and, respectively, east and west of Grand and Lindell Boulevards were thoroughly studied. Site 3 was not considered at all suitable.

Sites 1 and 2 offer distinctive advantages and opportunities as the locations for, respectively, a prestige corporate headquarters and a major governmental office facility. The proposed Lindell Plaza offers the prospective developer/tenant the opportunity to:

- Create a unique prestige urban-plaza development with excellent accessibility and maximum public exposure;
- Capture the flavor of a campus setting adjacent to Saint Louis University;
- Reap tax-exemption benefits and land-assembly privileges under the Missouri Urban Renewal Law;
- Capitalize on the potential of the proposed Rapid Transit station location;
- Draw on the manpower of Saint Louis University students and faculty; and
- Benefit a regenerating mid-city neighborhood as well as the City of St. Louis.

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I. INTRODUCTION

Saint Louis University has committed vast resources to a major improvement program for the Frost Campus located on both sides of Grand Boulevard near Lindell Boulevard. The intelligent development of the areas immediately surrounding this campus is of primary importance to the University and, jointly with the campus development program, will establish an upward developmental trend for an important section of the City of St. Louis.

The Consultant was asked by the University to prepare a prospectus on the possibilities of the developmental potentialities of three sites for a low-rise prestige corporate-office facility and for a major governmental office building. The three sites are adjacent to the Frost Campus, with two lying north of the campus, and the third lying slightly west of the campus. This latter site, bounded by McPherson on the north, Vandeventer, West Pine, and Sarah was immediately dropped from consideration for a variety of reasons based upon the needs of the two facilities and the greater advantages of Sites 1 and 2.

Sites 1 and 2 are physically adjacent, lying east and west of Grand Boulevard, see Figure 1. Site 1 is bounded by Washington Boulevard on the north, Theresa, Lindell, and Grand Boulevard. Site 2 is also bounded by Washington Boulevard on the north, Grand Boulevard, Lindell and Spring Avenue. Both sites will yield a high degree of visibility for the proposed buildings, and will offer a high degree of public accessibility. The design solution dictated

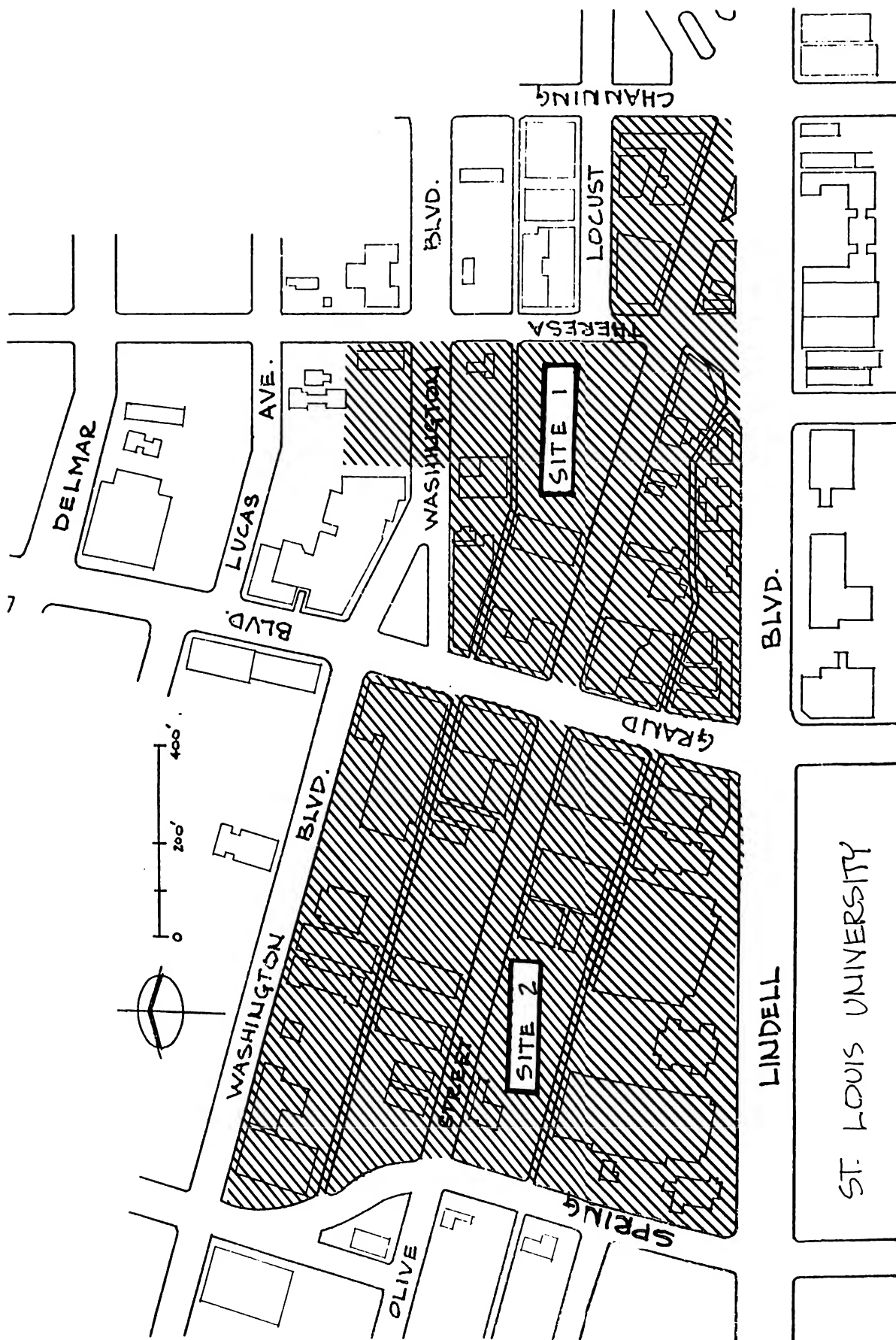
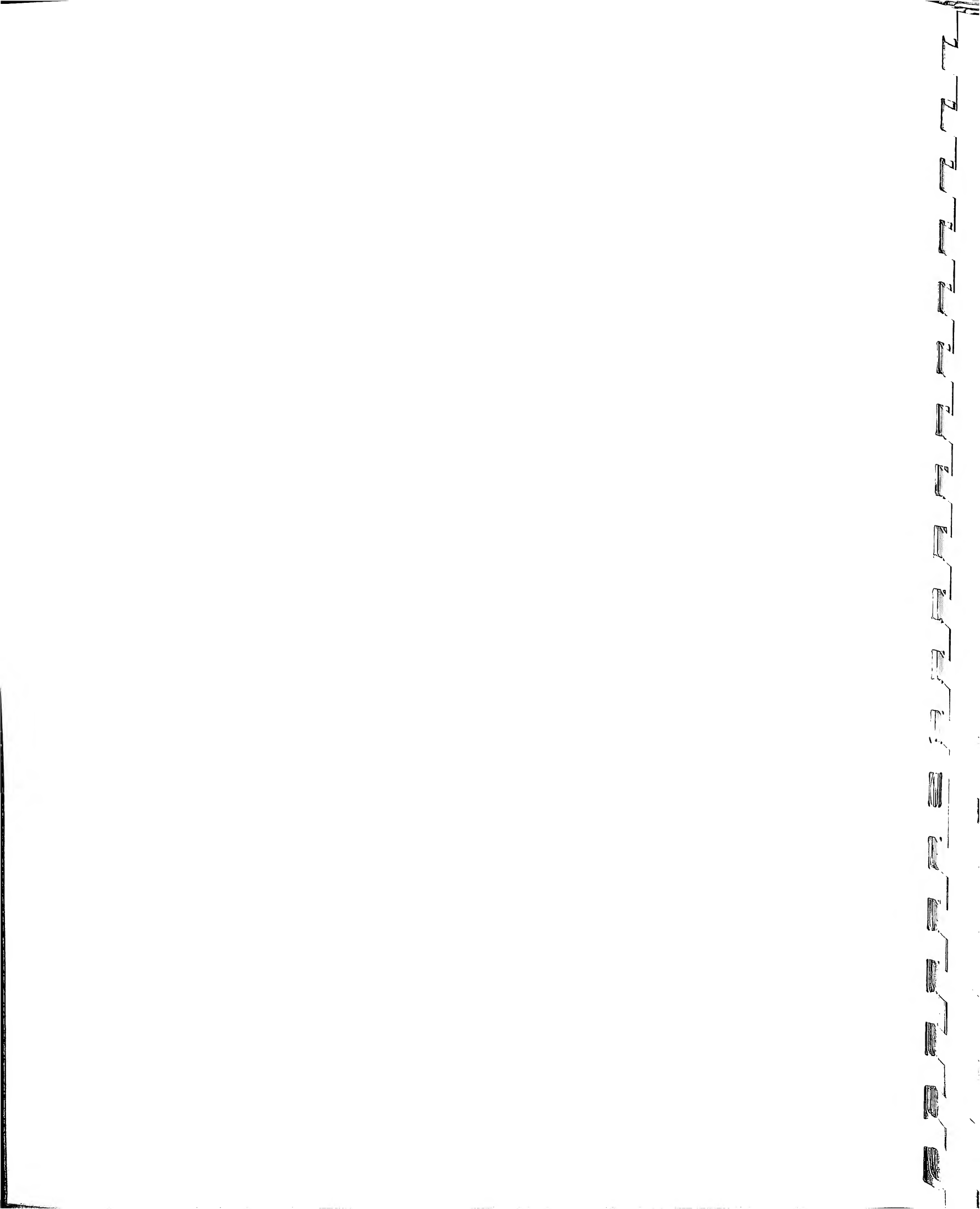


FIGURE 1
LOCATION STUDY MAP

by the sites and the constraints imposed by the proposed facilities have yielded an integrated result. The two sites can be developed separately, from the economic standpoint, and the assignments of particular buildings to the sites can be switched, but there will be some loss in overall effectiveness of the design solution.



II. EXISTING CONDITIONS

A. LAND-USE

The two midtown St. Louis sites studied for this prospectus are intermeshed with a rich and varied cultural and economic base. Figure 2 shows there are significant public and semi-public uses, housing developments, and commercial facilities in the area. These include Saint Louis University itself, Powell Symphony Hall, the Veterans Administration Hospital, and the St. Louis Juvenile Center. Significant religious and fraternal facilities are also nearby. These include the Third Baptist Church, St. Francis Xavier Catholic Church (the College Church), the Pentecostal Church of Our Lord Jesus Christ, the Scottish Rite Cathedral, and the Masonic Grand Lodge of Missouri. The University Club, a locally prominent private club, is another neighbor in the immediate vicinity.

New and successful housing developments have been built in the area over the last few years. These include both private and public housing efforts for the elderly, those of families with low and moderate income, and the general public. Of note are the Council Plaza, University House, the Laclede Town complex, Operation Breakthrough, Grand Towers, Grand Forest, and the popular Blumeyer public housing project.

A number of commercial facilities within and immediately adjacent to the two sites create a significant economic base upon which to build. These facilities include a Walgreen Drug Store,





FIGURE 2
EXISTING LAND-USE

Scharr Stationers, a Woolworth Variety Store, the Mavrakos Candy Co., Mercantile Commerce Trust Bank, and the Commonwealth Life and Accident Insurance Co. Assorted clothing and food-service establishments as well as additional occupied office space such as the Southwestern Bell Telephone facility are also area assets. It is noteworthy that the majority of these enterprises have made substantial financial investment to renew and expand their physical facilities within the last few years.

The area is presently serviced adequately by utilities. The electricity, gas, water, and sewer facilities in the area are sufficient to handle both the present needs as well as the types of future growth anticipated in this prospectus. Any increase in facility capacity or utility-line relocations required by the new development can be readily handled in this area.

B. ZONING

Sites 1 and 2 are presently zoned "H-Commercial". This is the highest order of commercial zoning classification outside the Central Business District "I-Commercial" classification. The H-Commercial classification allows buildings to reach any height provided a one-foot setback is made for each 5 ft a building exceeds eight stories (or 100 ft) in height. There are no special setback restrictions for buildings below eight stories (or 100 ft) in height.

Parking requirements for the H-Commercial zone prescribe a minimum of one space for every 1,250 sq ft of office space over 7,500 sq ft, and one space for every 700 sq ft of commercial space over 3,000 sq ft.

C. BUILDING COVERAGE

The present buildings on the two sites are concentrated along Grand and Lindell Boulevards. Large surface-parking areas lie behind these frontage buildings. Over half of Site 1 is presently devoted to surface parking. Site 2 also has numerous parking lots. Much of this surface parking is available to the general public; but some is restricted to patrons of nearby buildings.

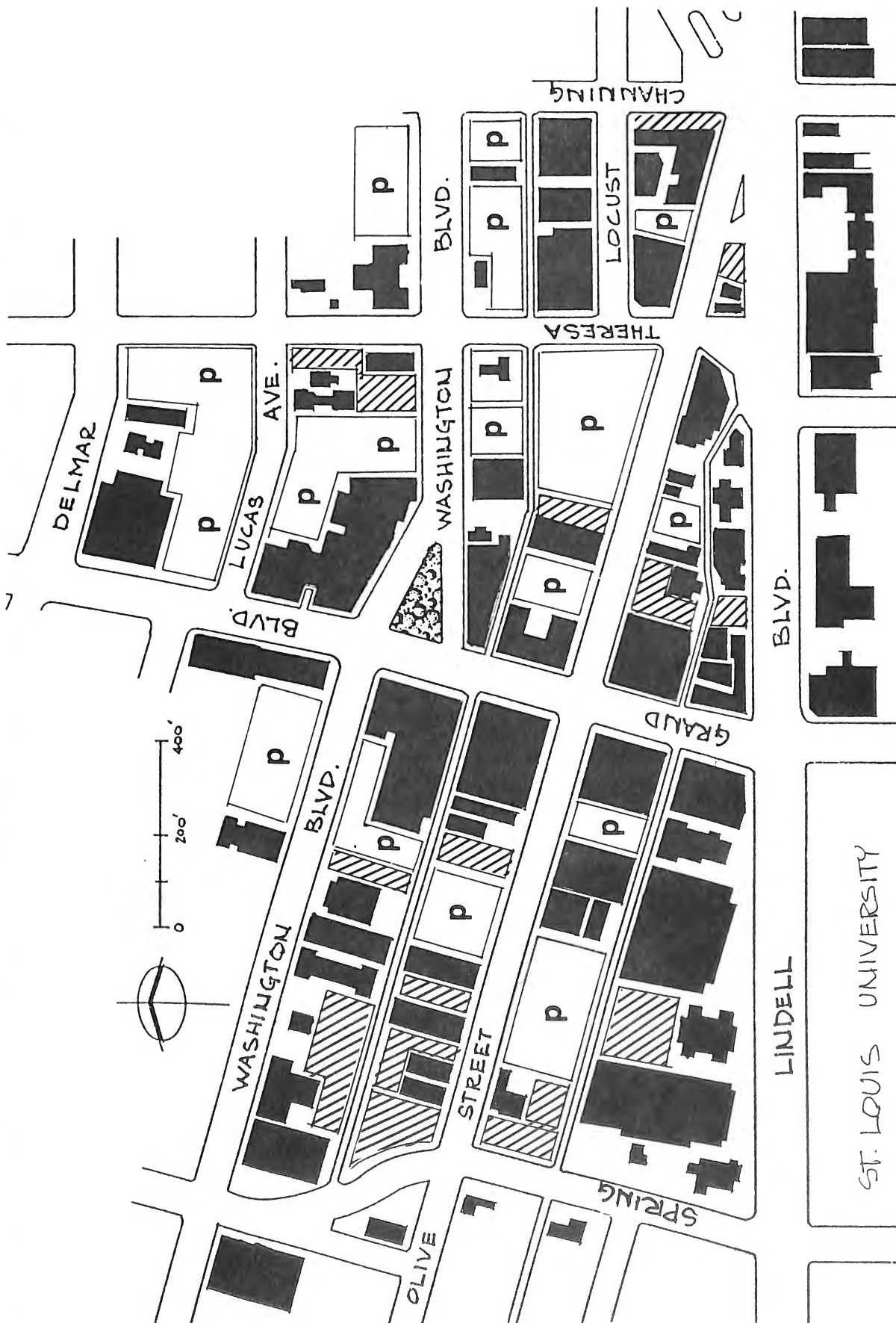
The tree-shaded triangle at Washington and Grand provides a park amenity. Figure 3 also shows that open space is created by the interesting but cumbersome and inefficient street circulation-system.

D. BUILDING CONDITIONS

The present buildings on the two sites range from satisfactory condition to an advanced state of deterioration, as is shown in Figure 4.

Site 1 has three noteworthy structures in satisfactory condition. These are a medium-rise office building with key first-floor commercial uses, a refurbished architectural office-facility, and a period home. The other Site 1 buildings in satisfactory condition are small one-story structures such as quick-service food establishments and a small truck facility. The remainder of Site 1 structures show signs of becoming marginal or of need for major rehabilitation to support new uses; and nine of the structures appear to have outlived their economic usefulness and should be razed.

Site 2 has many structures in satisfactory condition. They include all but one of the buildings on Lindell, the buildings on Grand








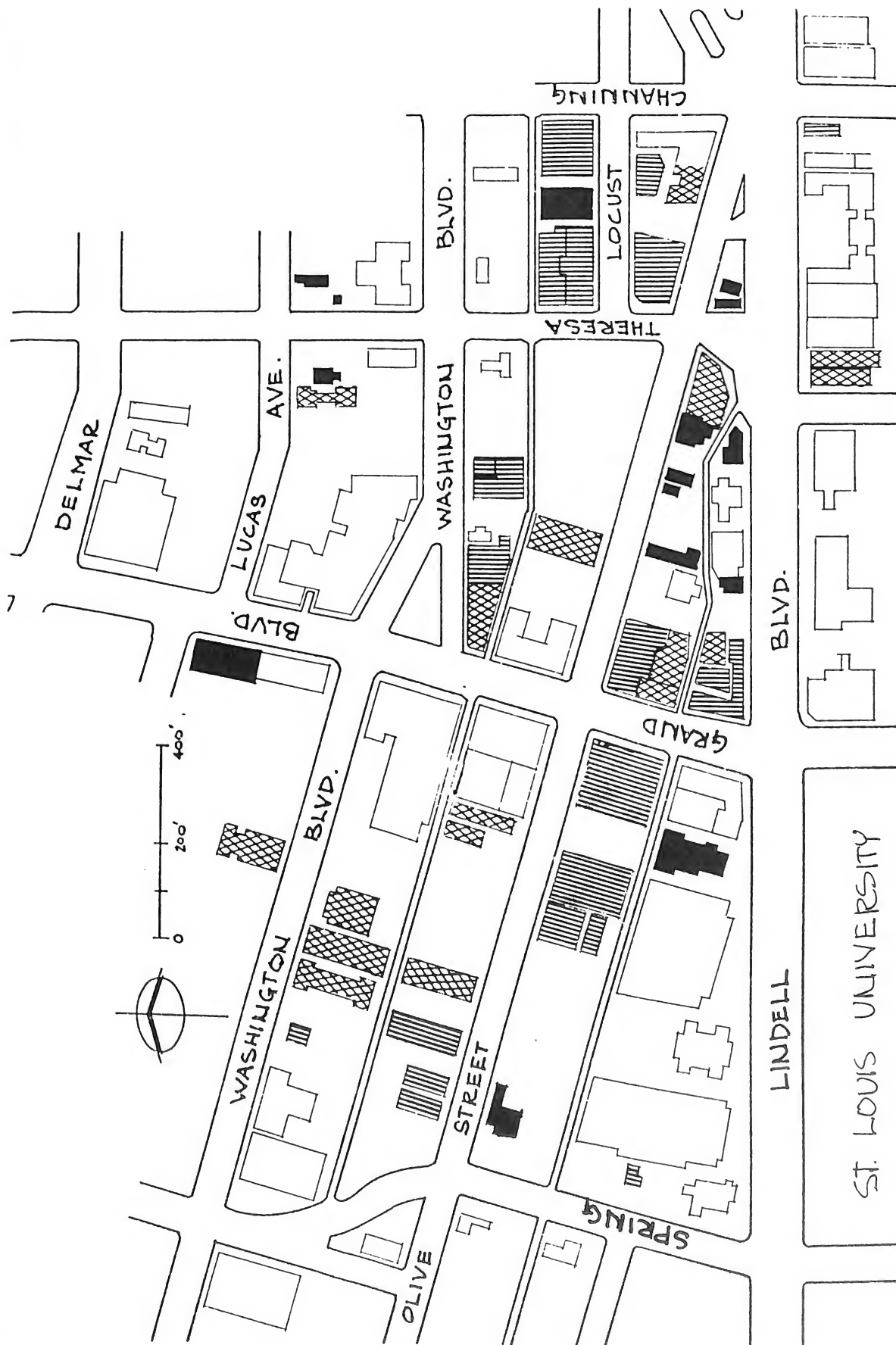
-  PARK AREA
-  PUBLIC PARKING USE
-  PRIVATE PARKING USE
-  BUILDING, COVERAGE
-  CIRCULATION, VACANT & OPEN SPACE

FIGURE 3
OPEN-SPACE BREAKDOWN







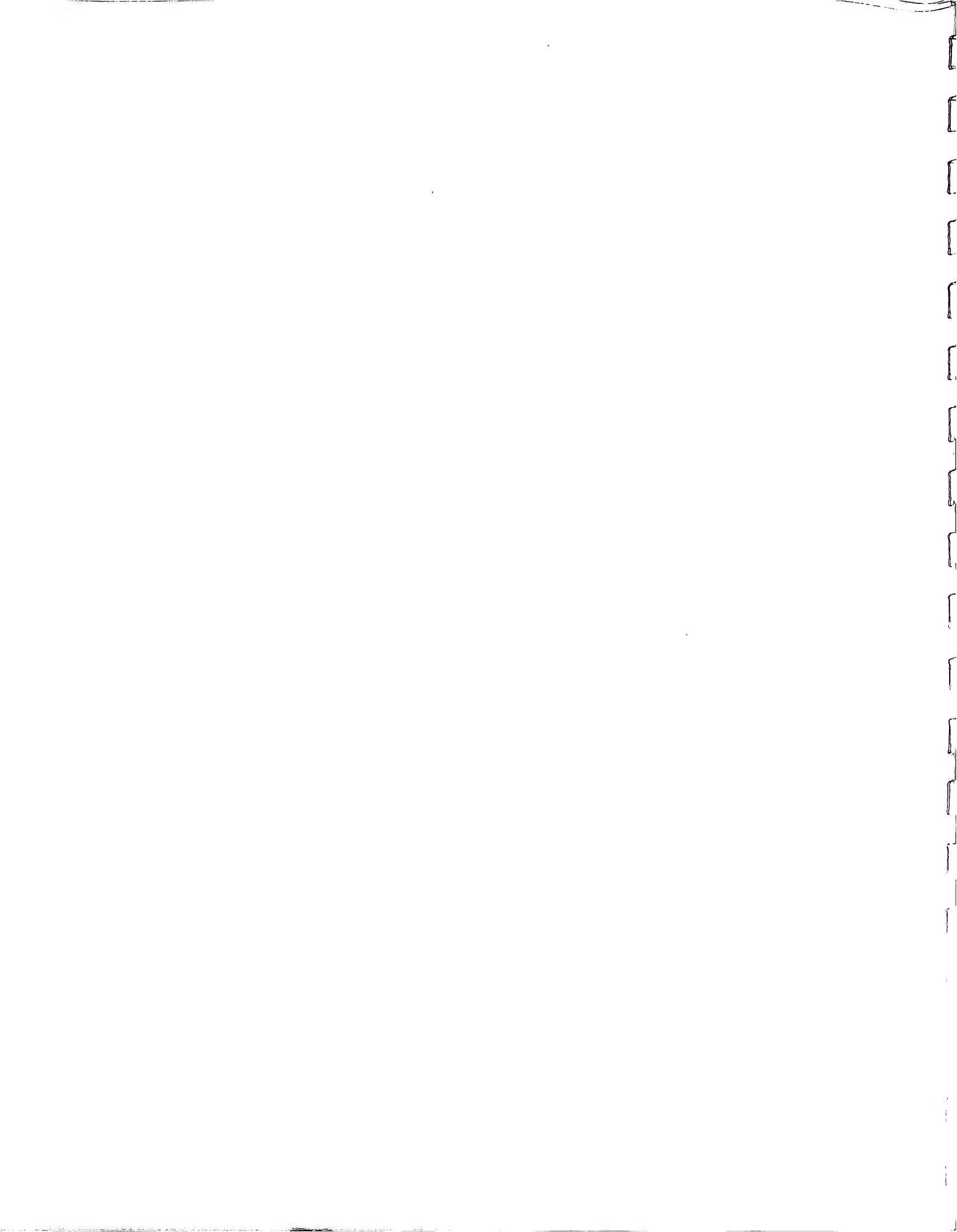
-  SATISFACTORY CONDITION
-  SATISFACTORY BECOMING MARGINAL
-  NEEDS MAJOR REHABILITATION
-  SHOULD BE RAZED

FIGURE 4

BUILDING CONDITIONS



between Olive and Washington including the Continental Building, and the Beaumont Medical Building and garage on Washington at Spring. Structures showing signs of becoming marginal or in need of major rehabilitation occur on both sides of Olive and mid-block along Washington. Two structures have deteriorated to the point where they should be razed. They are a set of rowhouses with converted storefronts on Olive at Spring, and the former Elks building presently housing Saint Louis University offices on Lindell just west of Grand.



III. PROPOSED DEVELOPMENT

Lindell Plaza is proposed in an area that is already a second skyline for St. Louis. From an urban-design standpoint, however, there is a lack of building concentration and a lack of comprehensible interaction between open spaces, see Figure 5. Soft spots of development appear along Olive both east and west of Grand. Also, east-west axes predominate in the area; but the location of major public and semi-public uses suggest the need for additional north-south penetration of the area.

The following proposed development of Lindell Plaza is intended to show the elements of design which can best be employed to answer these needs as well as meet the demands of the proposed new uses for the site. There is no intent to make an architectural statement. It is the relationship of building volumes to open space, the modulation and treatment of that space, and its use by people that is the primary concern, see Figure 6 and 7.

A. ONE LINDELL PLAZA

Site 1, with maximum available Lindell frontage, is proposed as the prestige address for a low-rise corporate headquarters. Covering about 10 acres, this site lends itself to a distinctive design solution, see Figure 8.

The headquarters building will be on the southern portion of the site. It will be three stories high, irregularly-shaped for heightened visual impact, and provided with an interior garden atrium.



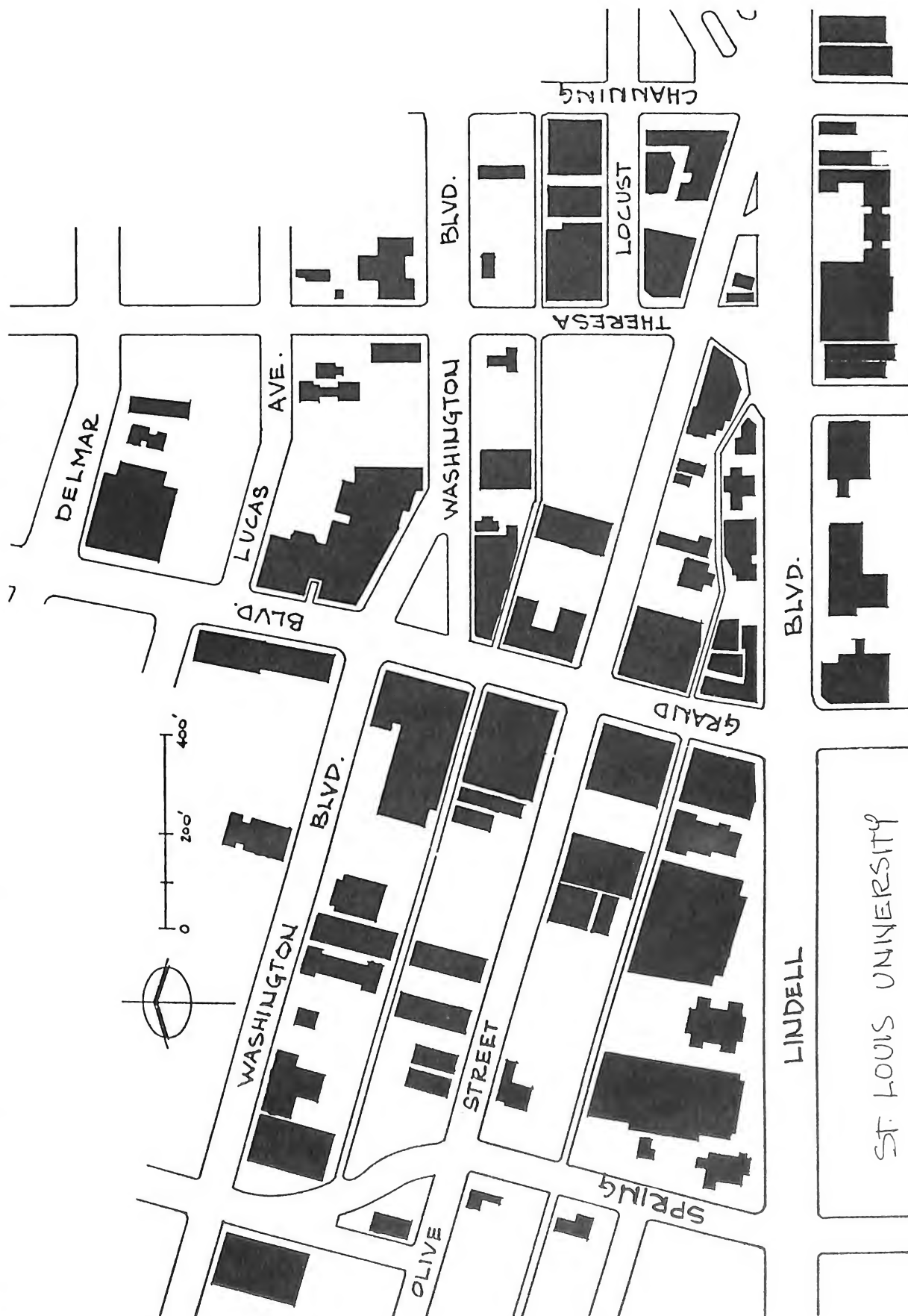
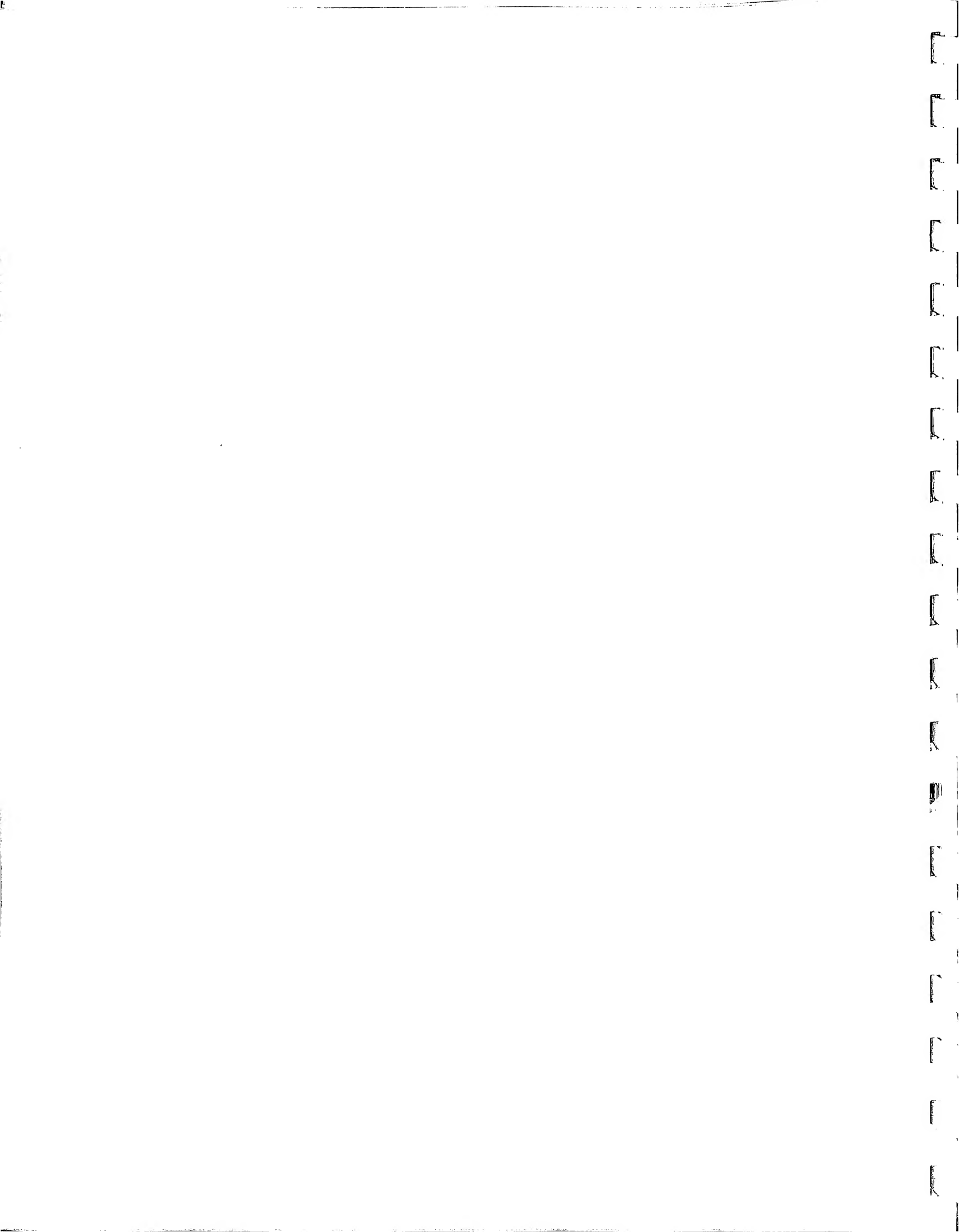


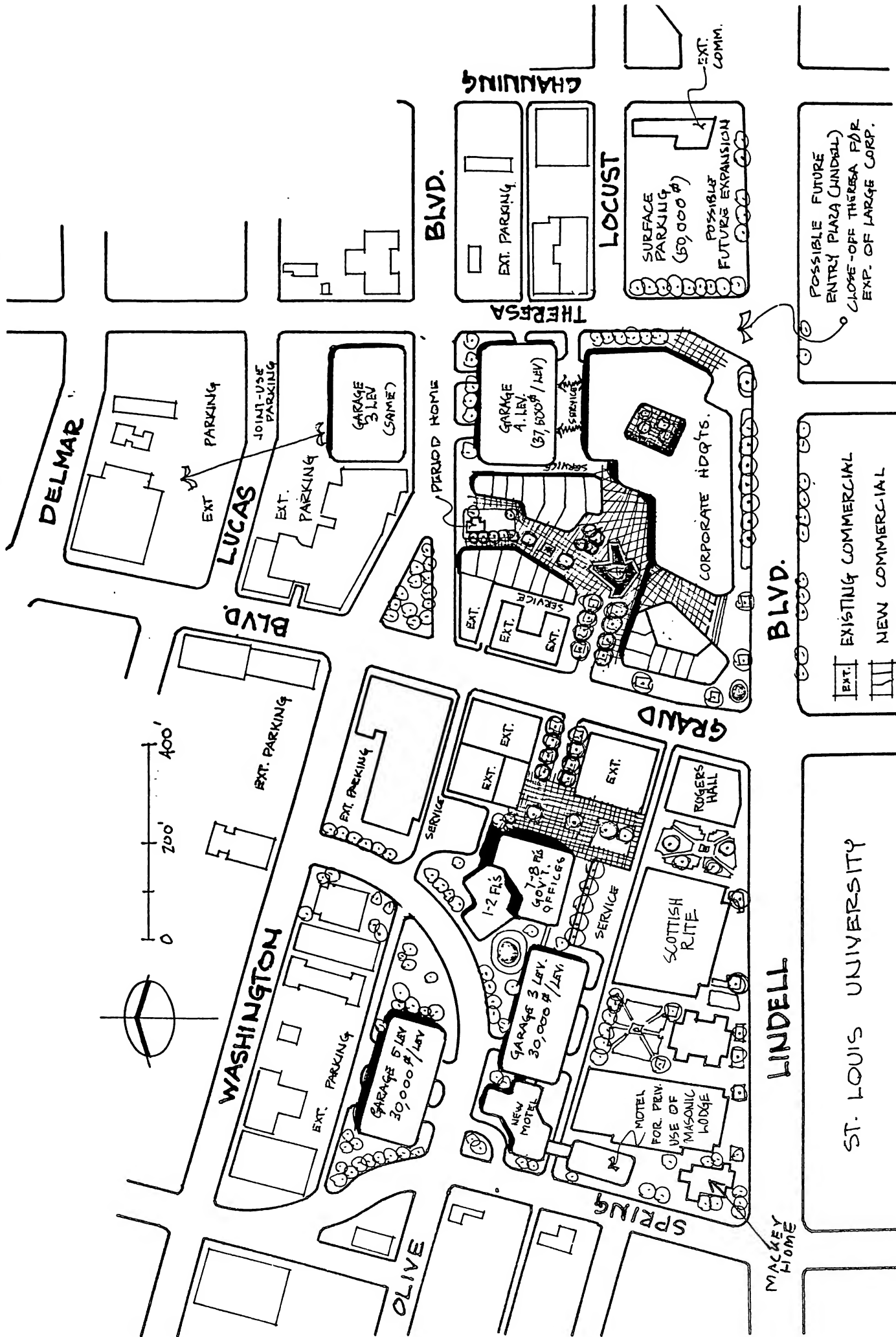
FIGURE 5

GRAIN MAP

SHOWS RELATION OF BLDG. COVERAGE
TO OPEN SPACE

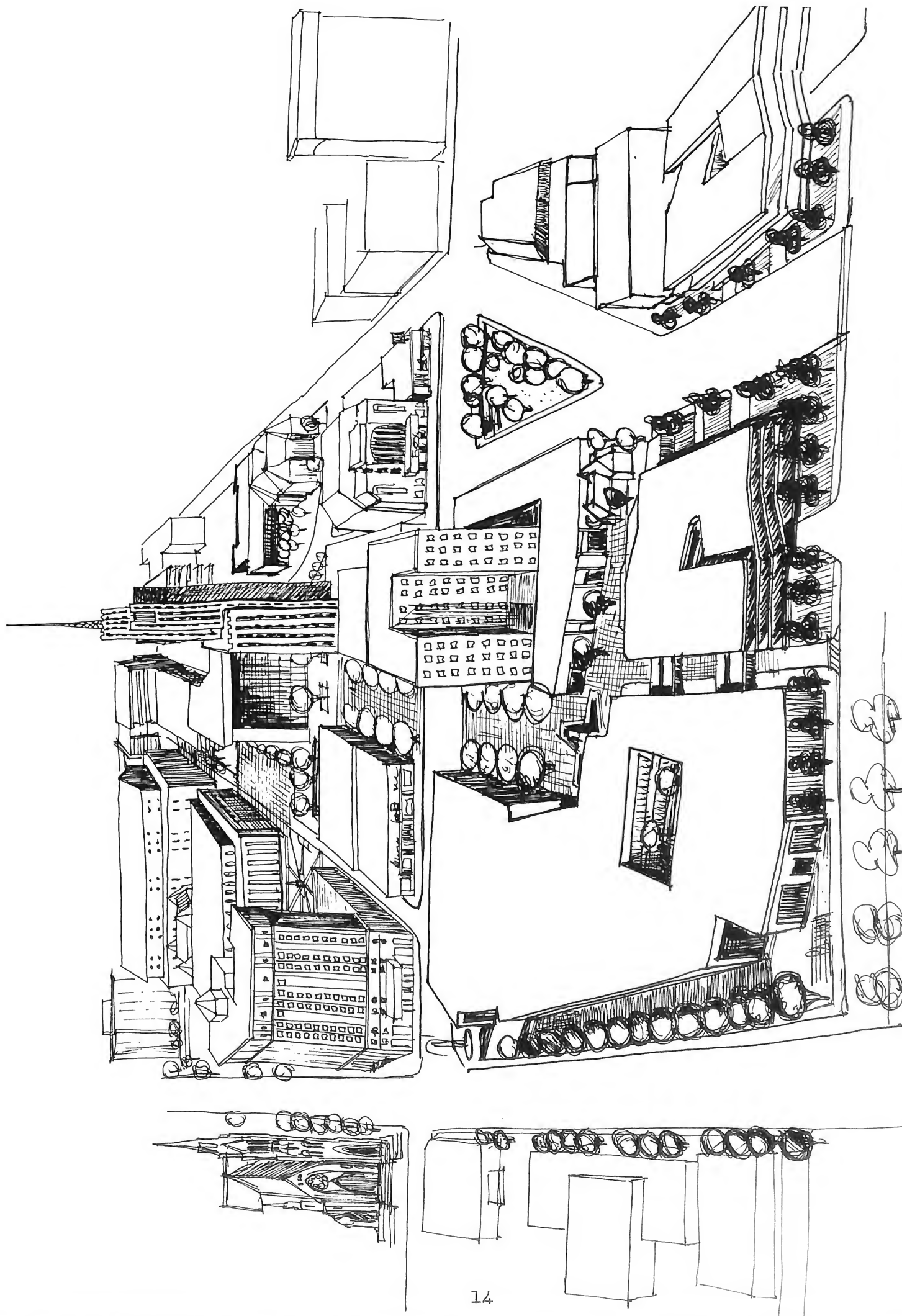
INDICATES A NEED FOR CONCENTRATION





LINDELL PLAZA DEVELOPMENT CONCEPT

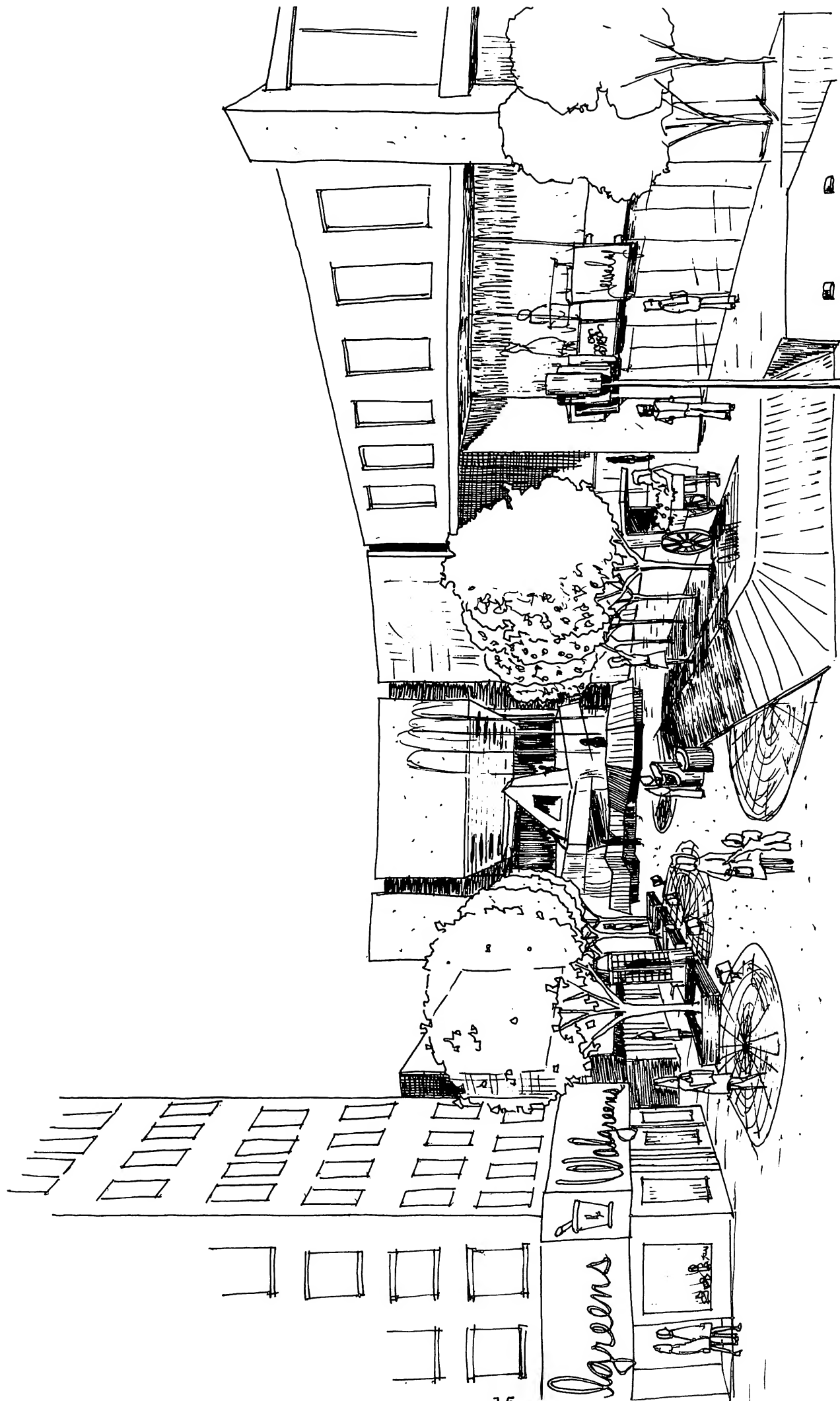
FIGURE 6



LINDELL PLAZA DEVELOPMENT

VIEW LOOKING WEST

FIGURE 7



ONE LINDELL PLAZA CORPORATE HDQTS.

VIEW LOOKING EAST
FIGURE 8

Suggested treatment for the building's extensive Lindell frontage includes a sunken lawn lined with a row of ornamental trees such as flowering crab or redbud. This type of treatment will parallel and carry over the open-campus feel of Saint Louis University's east campus.

A sculpture fountain suitable as a corporate trademark and logo will be situated on the west side of the headquarters building at the focal point of the pedestrian axes. This sculpture fountain will be visible from Lindell through the headquarters building, from Grand down the Lindell Plaza axis (Olive alignment) and from Washington Boulevard.

The treatment for the plaza surface could be a polished stone or possibly brick. Trees, planter boxes, street furniture, and light standards can be used to enhance the beauty and utility of the plaza.

New commercial space is proposed to complement the existing commercial structures in the plaza area. Certain existing commercial facilities are suggested for removal in the interests of a cohesive functional design. However, sufficient new space will be provided to relocate those commercial enterprises removed. In addition, an effort should be made to try to hold at least one block of the new commercial space in a low-rent category for student and minority-oriented enterprises.

A four-story parking garage providing space for 375 cars will adjoin the headquarters building on the north. A three-story garage providing space for 280 cars is proposed for the area on

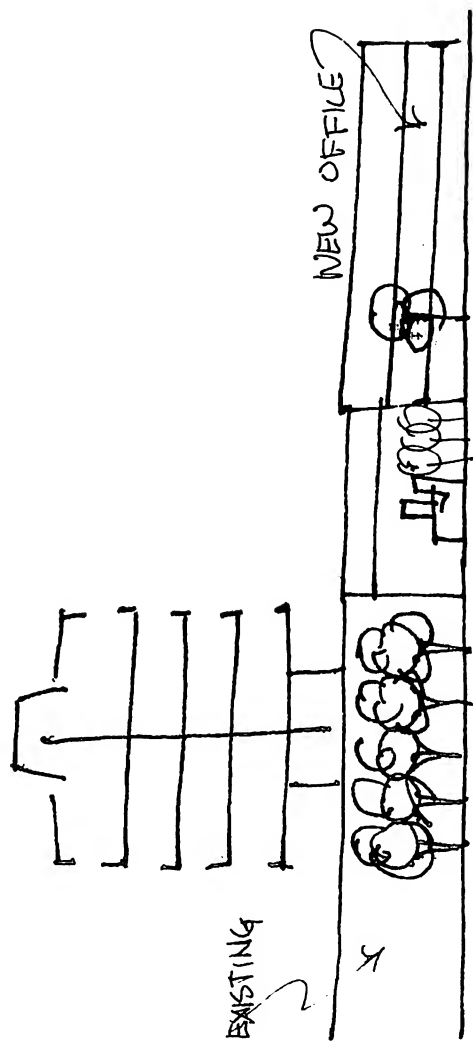
Washington directly across from this garage. These facilities can be used in the off-hours by Symphony and Fox Theatre patrons, and by Saint Louis University night students.

To the east of the headquarters building, the block bounded by Lindell, Theresa, Locust, and Channing is proposed for future expansion. This site could be acquired initially and the western portion at least cleared and used for surface parking, which will provide space for 125 cars. Later, as conditions warrant, Theresa Avenue can be closed or built over and the headquarters can be enlarged, note Figure 9. At this time the block bounded by Theresa, Locust, Channing, and Washington can also be acquired, if needed.

Should developer interest be secured, we recommend that Missouri Urban Renewal Law 353 be used in acquiring and developing Site 1. This law allows a developer approved by the City to exercise the powers of eminent domain in assembling parcels of land. Further, it gives the developer a lucrative tax break on land declared "blighted". For the first ten years the developer customarily agrees to pay the property taxes on the "blighted" land in the amount they were before development. For the next 15 years he pays one-half the actual assessed valuation. This amounts to a substantial development incentive.

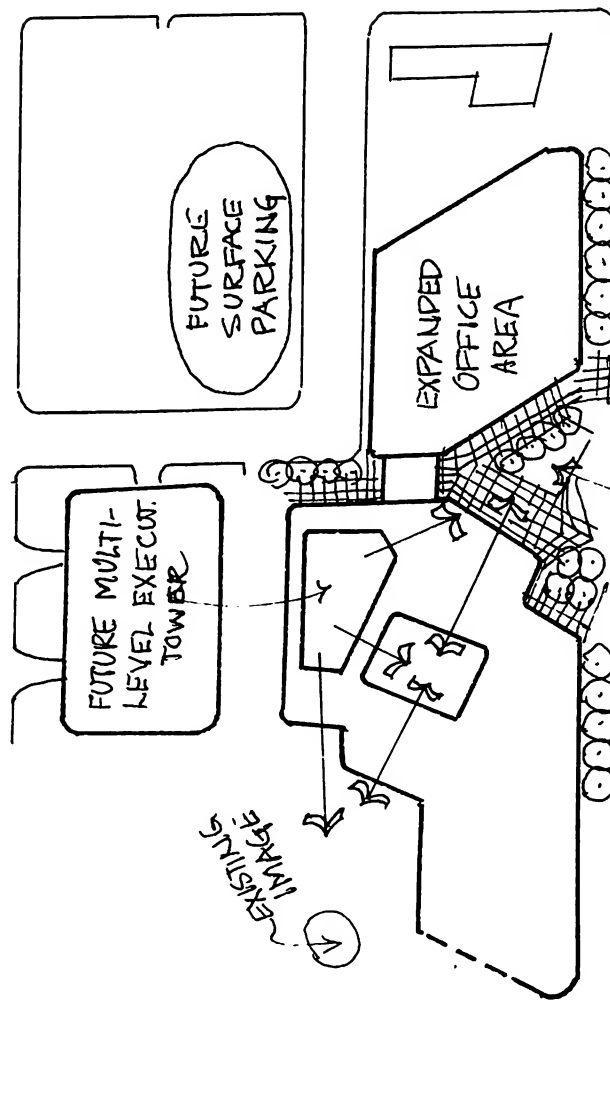
B. TWO LINDELL PLAZA

Site 2 is proposed as the location for a major governmental office facility. Conveniently located near the intersection of Grand and Lindell Boulevards, this site offers good public accessibility. North-south and east-west bus lines converge at this point. Also, the



(NO SCALE)

SECTION OF EXECUTIVE TOWER



0 200' 400'

NEW IMAGE
FOUNTAIN
OR
SCULPTURE

FIGURE 9
POSSIBLE PHASE II PLAN OF FUTURE EXPANSION

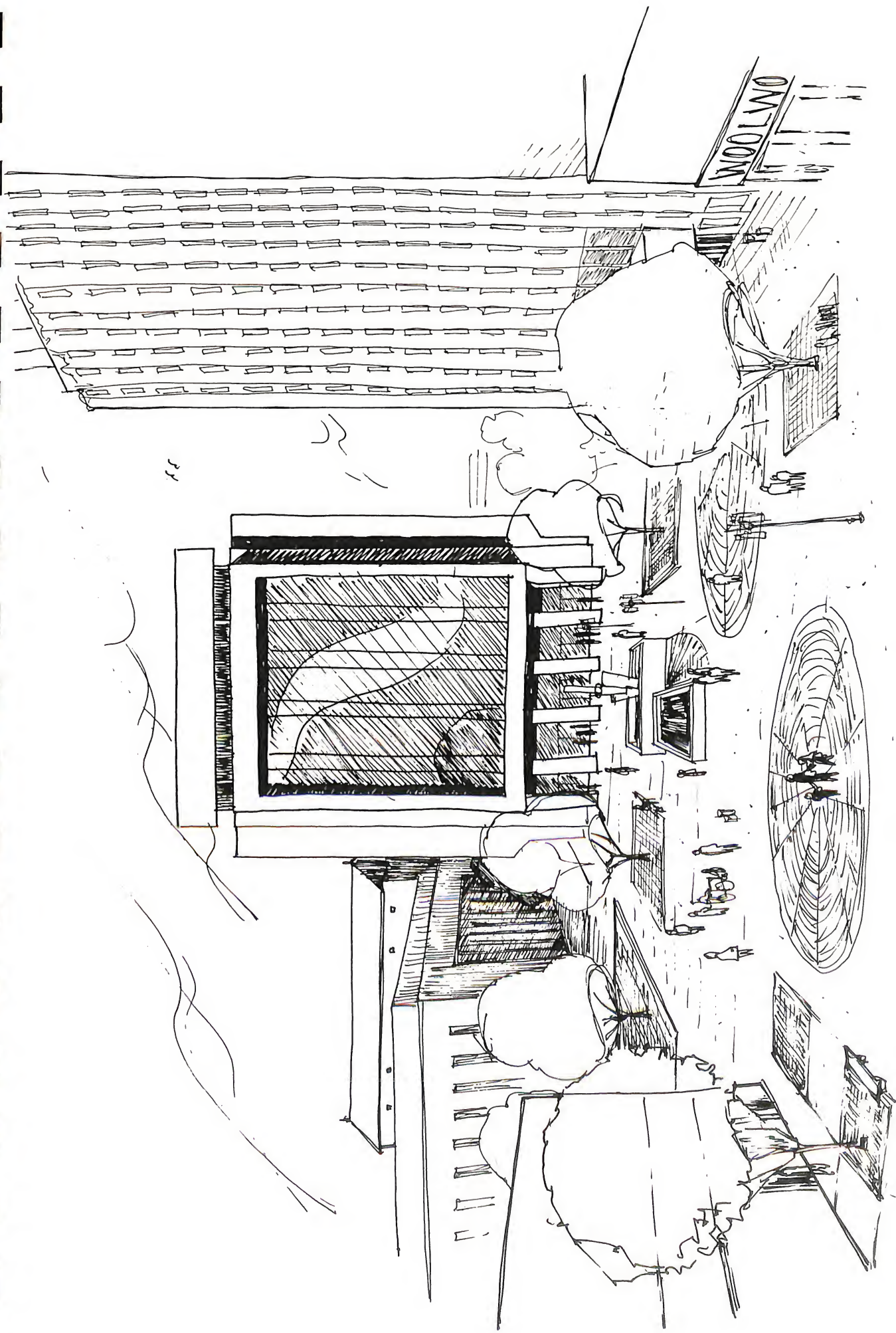


proposed St. Louis rapid-transit system provides a station in the immediate vicinity. Good vehicular access via Grand and Lindell Boulevards is available. Also Highway 40 (the Daniel Boone Expressway) and the Forest Park Expressway which provides a direct link to Clayton are both convenient to this site.

Another point recommends Site 2 for a major governmental facility. The site is in a regenerating mid-city neighborhood which will benefit from the stimulus provided by the input of a major new governmental facility. Government has a responsibility to judiciously locate its facilities both where they are most needed and where they will generate the greatest spin-off effects. The State of Illinois in recognizing this responsibility, for example, recently selected an East St. Louis site for new offices in order to boost the East St. Louis economy.

The proposed major government office facility is designed as a seven- to eight-story building with a one- to two-story lobby projecting to the west. The building will be positioned at the western end of the Lindell Plaza axis (in the Olive alignment) and will be visible as well from Lindell Boulevard through the open quadrangle that will be created between Rogers Hall and the Scottish Rite Cathedral as shown in Figure 10.

The existing commercial and office uses along Grand just east of the proposed government office building are slated for retention and upgrading in conjunction with the Lindell Plaza development. Polished stone or a brick treatment for the plaza surface is recommended. Trees, street furniture, and lighting should also be added.



TWO LINDELL PLAZA-GOV'T. OFFICE BLDG.

VIEW LOOKING WEST

FIGURE 10

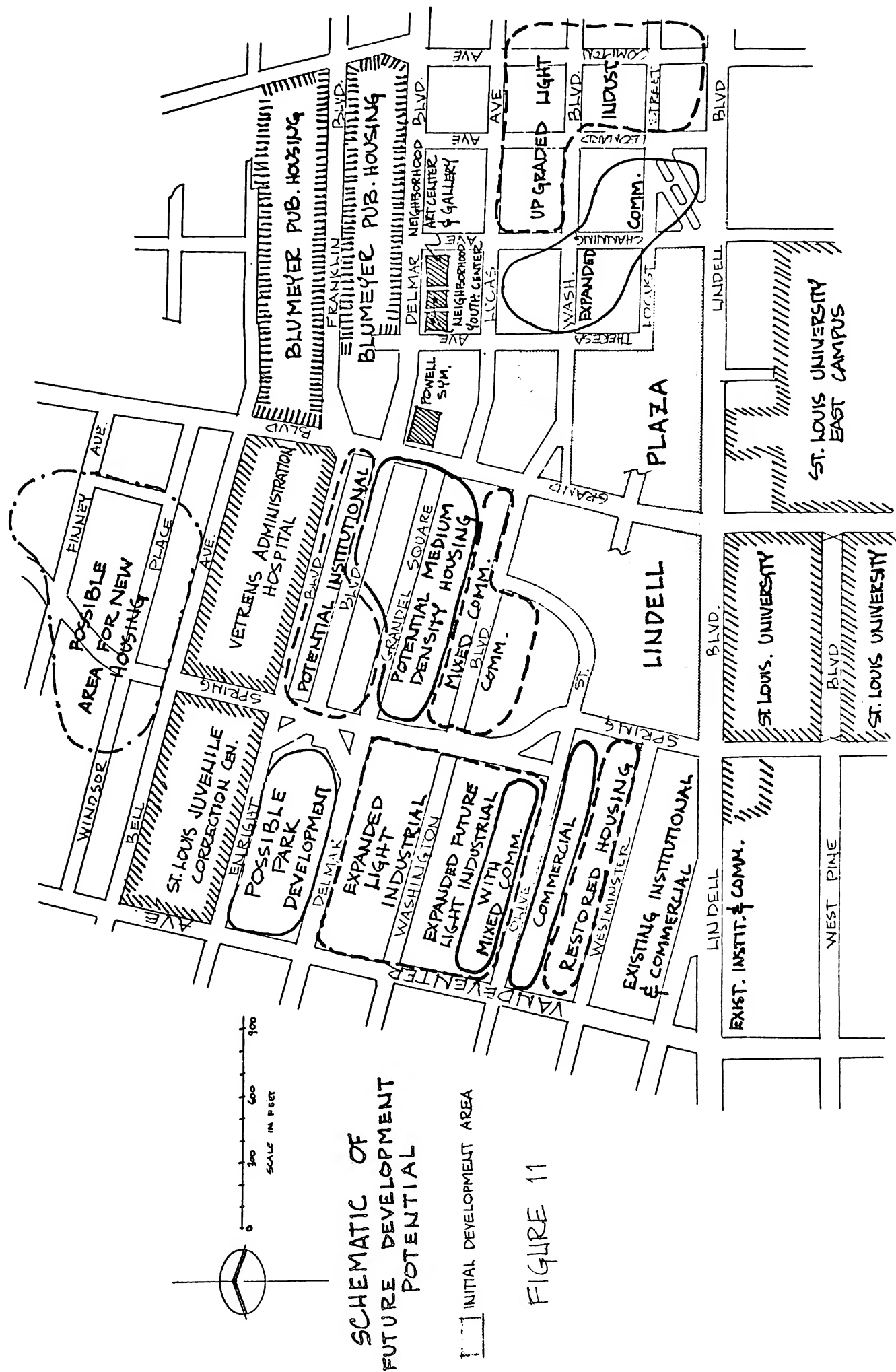
On the northwest side of the government office building, a new alignment for Olive Street is proposed to curve north to Washington Boulevard. Two garage structures along this section of Olive are also projected - a three-level south structure for 225 cars and a five-level north structure for 375 cars. These should be adequate to handle the needs of new inputs as well as provide replacement space for surface-parking that will be removed.

A private motel facility is proposed at the corner of Spring and Olive for use in conjunction with the Masonic Grand Lodge. Such a siting along Spring at Olive will provide space for such a use if desired by the Masonic Grand Lodge and, at the same time, allow for preserving the historic Mackey home at the corner of Spring and Lindell.

C. FUTURE DEVELOPMENT POTENTIAL

The initial development of Lindell Plaza as presented in this prospectus is compatible with the "new town in town" plan recently announced by the City Plan Commission. Lindell Plaza can function as the core development of the major commercial area anticipated along Grand.

As outlined in the report, future development could then take place adjacent to the area. This would include an upgraded automotive parts warehousing district, expanded commercial uses in conjunction with medium-density housing, and additional institutional uses. To the west of Lindell Plaza there is a possibility of restoring the line of housing along Westminster Place, see Figure 11. Commercial uses mixed with expanded light industry also holds promise in this area.



IV. CONCLUSIONS AND RECOMMENDATIONS

A. CONCLUSIONS

A careful review of the study findings lead to the following conclusions about Sites 1 and 2.

1. They are highly visible and conveniently accessible to the public.
2. They have committed neighbors, both institutional and commercial, which offer a sound base on which to predicate additional new investment.
3. Their present level of development allows sufficient space for major new inputs capable of remolding the area's image.
4. Their physical characteristics and layout lend themselves well to an imaginative urban-design solution.
5. Their mid-city neighborhood location, which already approaches a second downtown status, is a logical next step zone-of-attention for re-investment following recent substantial investment commitments for downtown St. Louis.

B. RECOMMENDATIONS

The combination of all these factors argues favorably for the success of Lindell Plaza. Consequently, we recommend Sites 1 and 2 as being well-suited for the proposed development of a low-rise prestige corporate headquarters and a major governmental office facility.

We recommend Lindell Plaza for the significant opportunity it presents to the right tenants to create and secure a major new asset for themselves and the City of St. Louis.

